

## **ABSTRACT**

ROHMAT KHOIRUDDIN, influence product quality, service quality and price to the customer's satisfaction at the Waroeng Steak & Shake Demangan Yogyakarta Branch. Guided by JUARINI and VINI ARUMSARI. This research aims to (1) analyzing the quality of products, quality of service, price and customer satisfaction at Waroeng Steak & Shake Demangan Yogyakarta Branch (2) analyse the influence of the quality of products, quality of service and price to customer satisfaction at the Waroeng Steak Shake Demangan Yogyakarta Branch. The sample in this research is the customers Waroeng Steak & Shake Demangan branches who was visiting and eat there. Samples taken as many as 50 respondents with accidental sampling techniques. Data analysis method used is the Importance-Performance Analysis (IPA), Customer Satisfaction Index (CSI), the F-test and analysis of multiple regression. The results showed that the quality of the product at the Waroeng Steak & Shake is at high criteria with a score of 3.80. Quality of service is the medium criteria with a score of 3.64. Prices are on the high criteria with a score of 3.86. While customer satisfaction was the criteria are very satisfied by an index value of 0.77. Customer satisfaction is affected by the quality of the product, the quality of service and price

Keyword: Product Quality, Service Quality, Price, Customer Satisfaction